

# DHS S&T CMAS Briefing

## Practitioners Special Interest Group (SIG)

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**January 4, 2012**



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# Importance of Partnerships

## Partnerships:

- It is important for DHS S&T and our partners at FEMA to work closely with alerts and warnings stakeholders nationwide. Through discussions like today's and future activities we are planning, we want to work closely with each of our core stakeholders to ensure CMAS is successful.
- CMAS success is reliant upon our ability to improve and advance nationwide alerts and warnings.
- Our core stakeholders include local, county, and state officials and industry representatives.



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# New York City CMAS Test



# 2012: Collaborative Planning

- Throughout 2012, both pre- and post-CMAS deployment, S&T and FEMA will be partnering with volunteer originators and disseminators to conduct multiple tests.
- Three CMAS Forums will be held throughout 2012. Our first CMAS Forum is scheduled for February 21, 2012, in conjunction with the IWCE Expo.
  - Please visit the FRCoP Alerts and Warnings Group or e-mail [cmas\\_forum@sra.com](mailto:cmas_forum@sra.com)
- CMAS guidance tools, case studies, and best practices will be developed.
  - To ensure stakeholders have a common understanding of how CMAS impacts existing alerts and warnings systems and what is required to successfully originate and disseminate



# Alerts and Warnings Using Social Media Program

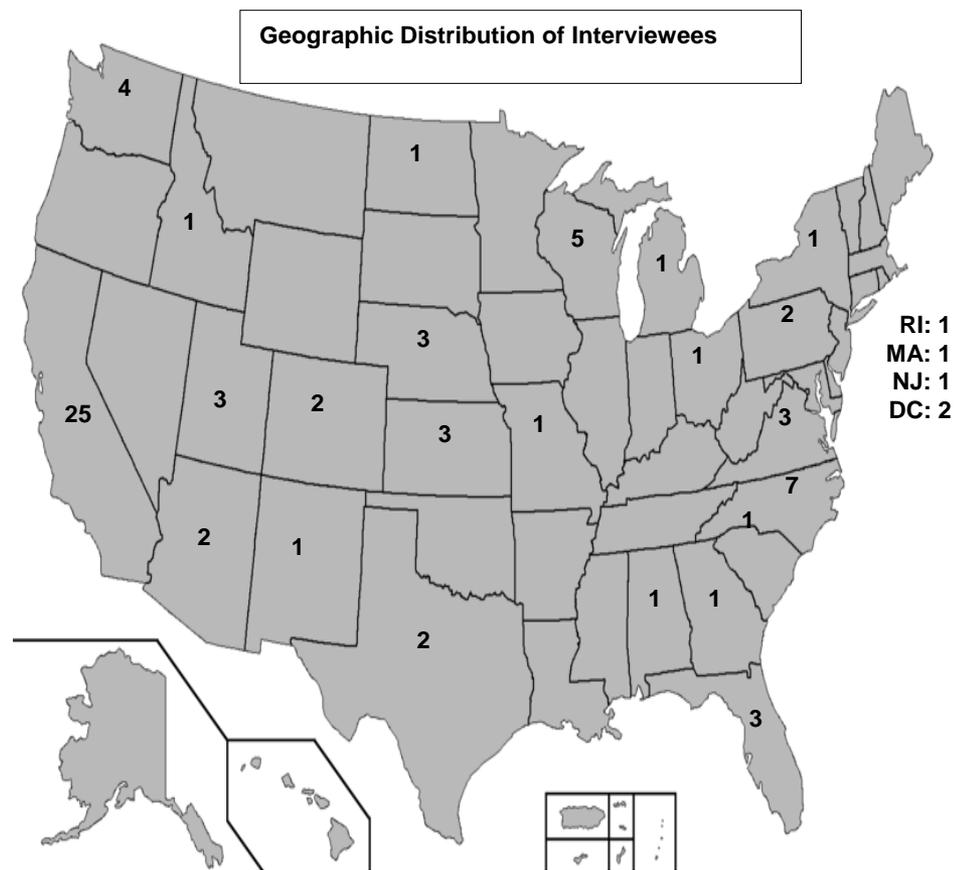
- Creating a Common Alerting Protocol (CAP) converter prototype
- Developed a best practices guide for alerting and warning the public through social media
- Executed a series of behavioral experiments on college campuses to measure behavioral responses to alerts via social media
- Created white papers on aggregation and analysis
- Hosting a Privacy and Security Workshop



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# Methodology for Guidance

- Conducted formal interviews with over 100 members of the emergency response community including police, fire, EMS, public information officers, and others
- Interviewees represented geographic diversity (all regions of the U.S.), as well as diversity of size (spanning from small, rural counties to large, heavily populated cities), and diversity of experience with social media



**USAGE:** Alerts and warnings received through social media reassure the public and provide actionable information they can share with family and friends.

**COMMUNITY AWARENESS:** Public awareness and education campaigns ensure citizens across the county receive Twitter feeds and other timely actionable information.

**RESOURCES:** Incident command officials coordinate staff and technologies to successfully issues alerts and warnings to the public using social media.

**PARTNERSHIPS:** Partnering with the National Weather Service for real-time updates enables emergency responders to geographically deploy resources and alert the public.

**GOVERNANCE:** Local and county agreements with emergency response agencies, citizen groups, and the business community, ensure targeted neighborhoods were evacuated.



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# Sample Findings

- **One-size solution does not fit all.**
  - Assess your community's needs, understand their technology comfort level, their wants and expectations, and create a program that meets their user requirements. (More detail in Usage and Community Awareness)
- **Don't reinvent the wheel.**
  - Look to other cities and jurisdictions for best practices. (More detail in Usage and Resources)
- **Make a clear distinction between preparedness versus alert and warning messages.**
  - Consider using different tools for different types of messages (preparedness vs. alerts), or starting alert messages with "IMPORTANT" or "ALERT." (More detail in Usage)



# Sample Findings

- **Preparedness is Key**
  - Develop procedures ahead of time so when an emergency occurs you can quickly issue an alert using social media.
- **Testing is Key**
  - Once you've chosen which social media tools to use and how you intend to use them you need to test for reliability and effectiveness.
- **Partnerships are Key**
  - Partner with organizations such as the National Weather Service, American Red Cross, and FEMA to obtain the emergency information you need to disseminate to your community. Partner with your local churches, schools, and community groups to ensure your messages reach a large portion of your community.



# Research, Development, Testing, and Evaluation

- Geo-Targeting
  - Developing innovative technologies that will transmit geographically targeted emergency alerts to the public.
- Public Research
  - Performing research on understanding and improving public response to warnings
- For More Information
  - Visit FedBizOpps.gov site at <http://bit.ly/rZdkMO>.



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# Information Sharing and Closing

For more information, join the  
the First Responder Communities of Practice:  
<https://communities.firstresponder.gov>

To let us know your interest in participating in  
CMAS testing, please email  
[CMAS\\_Forum@sra.com](mailto:CMAS_Forum@sra.com)

Monthly Stakeholder Call  
January 11 at 2:30 PM EST



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